

# PRESS RELEASE



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## ENJOY A MAGIC DAY OUT WITH NGK

Independent garage staff can now enjoy a great day out – thanks to a fantastic new incentive from NGK Spark Plugs (UK) Ltd.

NGK – the leading supplier of genuine original equipment spark plugs, glow plugs and Lambda sensors – has added to the range of prizes it is offering in its industry-leading BoxClever Collection.

Garages that have accrued points in the campaign can now trade them in for team events, including Grand Prix Go Karting, Paintball Shootout or a Bowling Evening.

The new prizes have just been announced in NGK's autumn promotion - which will run until December 31, 2010 - alongside other fantastic prizes which include LG 22inch HD LCD TVs, Xbox 360 4GB consoles, and Nikon Coolpix L21 8MP cameras.

NGK's BoxClever promotion has been a huge success since being launched six years ago with 5500 UK independent garages having registered, with all receiving points they can then redeem for prizes on the return of their purchased product boxes.

Gerard Irving, NGK Spark Plus (UK) Ltd marketing manager, said: "Independent garages can now exchange their BoxClever points for team events which mean that a garage owner can take his technicians, or other staff, away for a great day out, courtesy of NGK.

"Millions of points have been accrued by independent garages over the course of the BoxClever promotion and we are always looking at ways of making it more appealing to our customers. What better way for garages to bond than by enjoying an activity day out together?"



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The new prizes will run alongside a raft of other great gifts which can be found on the company's website at [www.ngkntk.co.uk](http://www.ngkntk.co.uk)

A brochure highlighting the incentives, entitled Now That's Magic!, was unveiled at the recent Mechanex Show at Stoneleigh Park, Warwickshire, together with a new BoxClever claim form offering a free gift to new independent garages who sign-up.

Mechanex also saw NGK highlight its OE credentials as part of the show's Tech Talk Live technical seminars.

Gerard Irving added: "Mechanex gave us the opportunity to meet the independent garage trade face-to-face and tell them about our products, our new promotion, and some valuable technical tips."

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